

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:)	<u>Group Art Unit:</u> 3622
)	
Leandros KONTOGOURIS)	<u>Examiner:</u> A. Duran
)	
Serial Number: 09/742,438)	<u>Attorney Docket:</u> KONT3001beu
)	
Filed: December 22, 2000)	<u>Confirmation No.:</u> 8890

For: Advertising System And Method Which Provides Advertisers With
An Accurate Way Of Measuring Response, And Banner Advertisement Therefor

SUPPLEMENTAL DECLARATION TO SHOW DILIGENCE

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

As an Applicant named in the above-identified U.S. Patent Application, I,
Leandros Kontogouris, Athens, Greece, hereby declare that:

1. This declaration is supplemental to the DECLARATION OF PRIOR INVENTION submitted under 37 CFR 1.131 on March 8, 2006, which established a conception date of the invention claimed in the above-identified patent application ("my invention") before January 31, 2000. January 31, 2000 is the effective date of U.S. Patent No. 6,636,247 (Hamzy).
2. The purpose of this declaration is to provide additional evidence proving diligence between January 31, 2000, and the filing date of the present application, December 22, 2000.
3. Attached as file "evidence_of_diligence.pdf" is a spreadsheet that I prepared detailing my activities during the period between January 31, 2000 and December 22, 2000. The spreadsheet includes a day-by-day account of my

activities relating to development of my invention and references to supporting documents.

4. The activities listed in the spreadsheet may be summarized as follows:
- a. During the period from January 31, 2000 to July 1, 2000, I attended classes at INSEAD in Fontainebleau, France. INSEAD is an institute for graduate studies in business administration. I was awarded a Master of Business Administration on July 1, 2000.
 - b. During my time at INSEAD, I attended classes daily, except weekends, for an average of four hours per day. An additional eight hours daily were required for studying, severely limiting the time available to develop my invention. My class schedule is attached as files schedule_P3.pdf, schedule_P4.pdf, and schedule_P5.pdf. Class titles are listed in the spreadsheet.
 - c. Despite my heavy class schedule, I was diligent with respect to the development of my invention during this period from January 31, 2000 to July 1, 2000. This diligence included the taking of classes chosen specifically with the aim to advance my invention, including a course entitled "New Ventures" (a syllabus of which is included in file New_Ventures_syllabus.pdf) that dealt with subjects such as Intellectual Property protection, and courses entitled "Entrepreneurial Finance and Venture Capital", "Strategic Management", "High Technology, Entrepreneurship and Strategy," and so forth (all courses are listed in the attached course schedules). Diligence during this period also included attending *First Tuesday* entrepreneurial networking events described in Julie_Meyer.pdf and First_Tuesday.pdf, and organization of and attending an e-forum event described in e-forum.pdf and e-forum_b.pdf. In addition, during this period, I read extensively about the subject of my invention, online advertising, and about Intellectual Property protection. Files containing articles that resulted from my research on particular days are listed in the attached spreadsheet.

- d. As indicated in the attached spreadsheet, at no time did I spend more than two consecutive days during the period from January 31 to July 1, 2000 on activities unrelated to classes or my invention. The only two-day breaks during this period were from May 2 to May 3, 2000, following a visit from my brother and his fiancée during their visit to Fontainebleau from Greece after exams, and June 26 to June 27, 2000, when I was sick in bed with a fever, also after exams.
- e. Following my graduation on July 1, 2000, I spent the two weeks from July 2 to July 13, 2000 packing my belongings and shipping them to Greece, selling the car I had bought in France, settling accounts with banks and different utilities, and preparing to accompany a Greek colleague on a road-trip back to Greece. At the same time, as indicated on the attached spreadsheet, I had several meetings and social contacts with colleagues that could help me either to staff my future company or to prepare the ground for financing my project, or to help me develop my invention as third-party suppliers.
- f. My car trip to Greece took 8 days, from July 14 to July 21, 2000, but the distance traversed was more than 3000 km over several countries, including Eastern European countries with poor roads and numerous mountain ranges. Nonetheless, even during my trip I made time to read a book on incumbent models for online advertising and was in telephone contact with friends that could be of assistance.
- g. During the three months between July 22 and September 24, 2000, I continued to research the many aspects related to reducing my invention to practice, including protection of intellectual property, managerial corporate decisions, and financing issues. As indicated in the

spreadsheet and corresponding files labeled by date, I also worked on elaborating my model, began to familiarize myself with the format of patent applications, started producing early versions on how to organize the patent application, and searched for American lawyers of Greek origin whom I expected to be more familiar with the constraints I was faced with and who could help me locate a U.S. patent attorney or agent.

- h. On September 25, 2000, I first contacted an attorney in the office of Peter Moulinos, who is currently my U.S. attorney for non-patent matters. As indicated by the attached files labeled by date, September 26 to October 31 were spent on continued research and development of my invention, negotiations with Peter Moulinos concerning terms of representation, and search for a U.S. patent specialist to perform a patentability search and prepare a patent application.
- i. Upon my approval, Mr. Moulinos initiated a patent search on November 1, 2000, which was completed on November 16, 2000. After I reviewed the search results, Mr. Moulinos engaged a U.S. patent attorney to write a patent application for my invention on November 21, 2000. The patent application draft was completed on December 15, 2000, approved on December 22, 2006, and filed the same day.
- j. While the patent application process was proceeding, from November 1, 2000 to December 22, 2006, I also conducted research concerning development of my invention and the patent process, as indicated in the files referenced in the attached spreadsheet by date.
- k. Based on the above, it can be seen that I was diligent in reducing my invention to practice during the entire period from January 31, 2000 to December 22, 2000. Even during my eight day road trip after graduation from my graduate school back to my homeland, Greece, I did not take

more than three weekdays off at any time during this period, and worked on my invention during most weekends as well.

- I. It must be kept in my mind that I am an individual inventor rather than a corporation, and that I was a student in a foreign country during much of the ten month critical period. In addition to working on my invention, I needed to keep up with my studies and earn a living. As a citizen of Greece, I was unfamiliar with U.S. law in general, and in particular patent practice, and therefore had to spend much time learning about the process, including how to find and retain a U.S. patent attorney. Also, I had to learn how to set up, fund, and staff a company capable of actual reduction of my invention to practice. I made significant progress in all of these areas during the ten month period.

5. The person making this declaration is the inventor.

TIME OF PRESENTATION OF THE DECLARATION

6. This declaration is submitted together with a Request for Continued Examination.

ASSIGNMENT OF INVENTION

7. This application has not been assigned.

DECLARATION UNDER 18 USC ' 1001

8. As a person signing below:

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and

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further that willful false statements and the like so made are punishable by fine or imprisonment or both, under ' 1001 of Title 18 of the United States code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date September 25, 2006

Leandros Kontogouris
Leandros Kontogouris

NWB-S:\Producer\beu\Pending I...P\KKKONTOGOURIS742438\131.supp.wpd

Note 1: Weekend days are highlighted in yellow

Note 2: The period between the time of the sealing by my lawyer Mr. Manginas and the time of the Hamzy patent filing is highlighted in blue

Date	name of related file	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5
<u>23-Dec-99</u>			received sealed confirmation from my lawyer in Greece Mr. Filios Manginas saying that I indeed come up with my invention			
<u>24-Dec-99</u>						
<u>25-Dec-99</u>						
<u>26-Dec-99</u>						
<u>27-Dec-99</u>						
<u>28-Dec-99</u>						
<u>29-Dec-99</u>						
<u>30-Dec-99</u>						
<u>31-Dec-99</u>						
<u>1-Jan-00</u>						
<u>2-Jan-00</u>						
<u>3-Jan-00</u>						
<u>4-Jan-00</u>						
<u>5-Jan-00</u>						
<u>6-Jan-00</u>						
<u>7-Jan-00</u>						
<u>8-Jan-00</u>						
<u>9-Jan-00</u>						
10-Jan-00		Strategic Management (Strat Mgmt)				
11-Jan-00		Managing Continuous Technological Change (Man Cont Tech Chg)	Family Firms	Managerial Negotiations (Man Nego)	High Tech Entrepreneurial Strategies (Hi Tech Ent Strat)	Advertising Planning
12-Jan-00		Strat Mgmt				
13-Jan-00		Strat Mgmt	Hi Tech Ent Strat			

14-Jan-00		Man Cont Tech Chg	Family Firms	Man Nego	Advertising Planning		
15-Jan-00							
16-Jan-00							
17-Jan-00		Strat Mgmt					
18-Jan-00	Jan 18 2000.pdf , Jan 18 2000 b.pdf	signed contract for new apartment	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
19-Jan-00	Jan 19 2000.pdf	Strat Mgmt	arrangements with insurance company				
20-Jan-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning	
21-Jan-00	Jan 21 2000.pdf	signed contract with power utility	Strat Mgmt				
22-Jan-00	Jan 22 2000.pdf	arrangements with France Telecom					
23-Jan-00							
24-Jan-00	Jan 24 2000.pdf	Strat Mgmt	arrangements with post office				
25-Jan-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning	
26-Jan-00		Strat Mgmt					
27-Jan-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning	
28-Jan-00							
29-Jan-00							
30-Jan-00							
31-Jan-00							
1-Feb-00		<u>filing of Hamzy patent</u>	Strat Mgmt	Family Firms			
		Strat Mgmt	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
2-Feb-00	<u>copyright and parody.pdf</u>	CMS (INSEAD Career Office): on-conventional careers	Strat Mgmt	researched intellectual property			
3-Feb-00		Strat Mgmt	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
4-Feb-00	<u>avoiding IP problems.pdf</u>	researched IP issues					
5-Feb-00							
6-Feb-00							

7-Feb-00	Feb 07 2000.pdf	CMS (INSEAD Career Office): enture Capital Career Context Strat Mgmt nference				
8-Feb-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
9-Feb-00		Strat Mgmt				
10-Feb-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
11-Feb-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
12-Feb-00						
13-Feb-00	copyright law and the internet.pdf	researched IP law				
14-Feb-00	e-commerce platform (19 pages).pdf	BCG e-commerce	CMS (INSEAD Career Office) - How to obtain work Permits in the			
15-Feb-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
16-Feb-00	Feb 16 2000.pdf, Julie Meyer.pdf	Strat Mgmt				
17-Feb-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
18-Feb-00	feb 25-27 2000.pdf, e-start.pdf, e-start.b.pdf	CMS Career Club: Private Equity & Venture Capital event	Wharton Technology Conference			
19-Feb-00	JP Bulletin Summer 1999.pdf					
20-Feb-00						
21-Feb-00	e-pricing (10 pages).pdf	Strat Mgmt				
22-Feb-00	Feb 22 2000.pdf	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
23-Feb-00	Feb 23 2000.pdf	Strat Mgmt				
24-Feb-00	Feb 24 2000.pdf	Entrepreneurs Day	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat Advertising Planning

25-Feb-00	feb 25-27 2000.pdf , e_start.pdf , e-start b.pdf , Feb 2000.pdf , partners.pdf	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
26-Feb-00		exams				
27-Feb-00	feb 25-27 2000.pdf , e_start.pdf	Harvard Business School				
28-Feb-00		Cypersposium				
29-Feb-00		exams				
1-Mar-00		exams				
2-Mar-00	March 2 2000.pdf					
3-Mar-00						
4-Mar-00						
5-Mar-00						
6-Mar-00	March 06 2000.pdf					
7-Mar-00						
8-Mar-00						
9-Mar-00	save the little guy.pdf	Industrial Policy and International Competitiveness	researched intellectual property			
10-Mar-00		IPIC				
11-Mar-00		Industrial Competitive Analysis				
12-Mar-00	personal notes on process.pdf	examined process improvements of my future hardware solution				
13-Mar-00		IPIC				
14-Mar-00		ICA	New Ventures	Negotiations Analysis (NEGO)		
15-Mar-00		Creating New Products and Services				
16-Mar-00	March 16 2000.pdf	IPIC (groupwork meeting)	ICA	New Ventures	NEGO	
17-Mar-00	beyond print (80pages).pdf , March 17 2000.pdf	Creating New Products and Services		researched online content vs. print		
18-Mar-00	March 18 2000.pdf	Read the book: "Suck: Worst-case Scenarios in Media Culture Advertising and Internet" (Joey Anuff)				
19-Mar-00						

20-Mar-00	<u>prices of ad banners.pdf</u>	IPIC	studied pricing issues concerning online advertisement	
21-Mar-00		Creating New Products and Services		
22-Mar-00		IPIC	Creating New Products and Services	
23-Mar-00	<u>March 23 2000.pdf</u> <u>March 23 2000 b.pdf</u>	New Ventures	NEGO	
24-Mar-00		New Ventures	NEGO	
25-Mar-00	<u>increasing advertising effectiveness (5 pages).pdf</u>	researched online advertising		
26-Mar-00				
27-Mar-00		IPIC	ICA	
28-Mar-00		ICA	New Ventures	NEGO
29-Mar-00	<u>AI Kearney (24 pages).pdf</u>	IPIC	Creating New Products and Services	
30-Mar-00		ICA	New Ventures	NEGO
31-Mar-00		IPIC	Creating New Products and Services	
1-Apr-00				
2-Apr-00	<u>ads in newspapers vs. online (9 pages).pdf</u>	researched advertising industry		
3-Apr-00		IPIC	Creating New Products and Services	
4-Apr-00		First Tuesday event in Paris	ICA	New Ventures
5-Apr-00		IPIC	Creating New Products and Services	NEGO
6-Apr-00	<u>Apr 06 2000.pdf</u>	ICA	New Ventures	NEGO
7-Apr-00	<u>Apr 07 2000 (16 pages).pdf</u>	ICA	New Ventures	NEGO
8-Apr-00	<u>Apr 08 2000.pdf</u> <u>Apr 08 2000 b.pdf</u> <u>Apr 08 2000 c.pdf</u> <u>Apr 08 2000 d.pdf</u> <u>Apr 08 2000 e.pdf</u> <u>Apr 08 2000 f.pdf</u> <u>Apr 08 2000 g.pdf</u> <u>Apr 08 2000 h.pdf</u>	read the book: "Email Marketing: using email to reach you target audience and build customer relationships" (Jim Seme, Anthony Priore)		

9-Apr-00		website-building seminar	IPIC	
10-Apr-00		ICA	New Ventures	NEGO
11-Apr-00			Creating New Products and Services	
12-Apr-00		IPIC	New Ventures	NEGO
13-Apr-00		ICA		
14-Apr-00	how venture capital works (8 pages).pdf, e-forum.pdf, e-journal.pdf, First day.pdf	e-forum	ICA	New Ventures
15-Apr-00				NEGO
16-Apr-00				
17-Apr-00			IPIC	ICA
18-Apr-00	Apr 18 2000.pdf	ICA	New Ventures	NEGO
19-Apr-00		researched VCs	IPIC	New Ventures
20-Apr-00		ICA	New Ventures	NEGO
21-Apr-00		ICA	Creating New Products and Services	
22-Apr-00	process elaboration.pdf	NEGO	refined background process behind my solution	
23-Apr-00				
24-Apr-00		IPIC	Creating New Products and Services	
25-Apr-00		ICA	New Ventures	
26-Apr-00		IPIC	Creating New Products and Services	
27-Apr-00		exams		
28-Apr-00		exams		
29-Apr-00		exams		
30-Apr-00	stock options HBS (8 pages).pdf			
1-May-00		Solicited seed funding from my brother Phaedon and his present wife Katerina Vassilaki (his fiancée at the time)		
2-May-00		visited me from Greece		
3-May-00				
4-May-00		Cyber Entrepreneurship	Enterprise Financing and Venture Capital (Ent in Vent Cap)	

5-May-00	<u>print vs. online content (8 pages).pdf</u>	Ent Fin Vent Cap	researched online content vs. print	
6-May-00				
7-May-00				
8-May-00		Ent Fin Vent Cap		
9-May-00		High Tech Entrepreneurial Strategies (Hi Tech Ent Strat)		
10-May-00		Cyber Entrepreneurship	Ent Fin Vent Cap	
11-May-00		Dynamic pricing	Hi Tech Ent Strat	Nego
12-May-00		Ent Fin Vent Cap		
13-May-00		Nego		
14-May-00				
15-May-00	<u>May 15 2000.pdf</u>	Ent Fin Vent Cap		
16-May-00		New Ventures	Dynamic pricing	Hi Tech Ent Strat
17-May-00		Cyber Entrepreneurship	Ent Fin Vent Cap	Nego
18-May-00		Hi Tech Ent Strat	Nego	Managing Continuous Technological Change (Man Cont Tech Chg)
19-May-00		Hi Tech Ent Strat	Nego	
20-May-00				
21-May-00	<u>stock options HBS (8 pages).pdf</u>	researched stock options		
22-May-00		Ent Fin Vent Cap		
23-May-00	<u>wienand.pdf, wienand business card.pdf, HBS on .pdf</u>	Peter Wienand - Farrer & Co on Intellectual Property protection	New Ventures	Dynamic pricing
24-May-00		Cyber Entrepreneurship	Ent Fin Vent Cap	Hi Tech Ent Strat
25-May-00		Hi Tech Ent Strat	Nego	Nego
26-May-00			Man Cont Tech Chg	
27-May-00				
28-May-00	<u>inemet and the intl patent problems.pdf</u>	researched intellectual property law		
29-May-00		Ent Fin Vent Cap		
30-May-00		Hi Tech Ent Strat	Nego	Man Cont Tech Chg
31-May-00		Cyber Entrepreneurship	Ent Fin Vent Cap	

1-Jun-00		Hi Tech Ent Strat	Nego	Man Cont Tech Chg
2-Jun-00		Ent Fin Vent Cap		
3-Jun-00		read " e-media how to use electronic Media for effective marketing		
4-Jun-00		communication" (Jeremy Swinfen Green)		
5-Jun-00		New Ventures	Ent Fin Vent Cap	
6-Jun-00	<u>the insider's guide to</u>	Hi Tech Ent Strat	Nego	
	<u>customer service on the web</u>			
	<u>5 pages).pdf</u>			
7-Jun-00		Cyber Entrepreneurship	Ent Fin Vent Cap	
8-Jun-00		Dynamic pricing	Nego	Man Cont Tech Chg
9-Jun-00		Dynamic pricing	Hi Tech Ent Strat	Nego
10-Jun-00	<u>IP Bulletin Fall 1999.pdf</u>			
11-Jun-00	<u>IP Bulletin Spring 1999.pdf</u>			
12-Jun-00		researched IP law		
13-Jun-00		Family Firms	Ent Fin Vent Cap	Man Cont Tech Chg
14-Jun-00		Cyber Entrepreneurship	Ent Fin Vent Cap	
15-Jun-00		Hi Tech Ent Strat	Nego	Man Cont Tech Chg
16-Jun-00				
17-Jun-00		Cyber Entrepreneurship	Nego	
18-Jun-00	<u>abardeen on</u>	researched micropayments		
	<u>microtransactions.pdf</u>			
19-Jun-00		Realising Entrepreneurial		
		Potential		
20-Jun-00		Dynamic Pricing	Hi Tech Ent Strat	Man Cont Tech Chg
21-Jun-00		Dynamic Pricing	Hi Tech Ent Strat	Man Cont Tech Chg
22-Jun-00				
23-Jun-00		exams		
24-Jun-00		exams		
25-Jun-00		Sickness. Had to stay in bed		
26-Jun-00		with fever		
27-Jun-00				
28-Jun-00	<u>Value innovation.pdf</u>	discussed with my classmate Dimitris Spiliotis his future plans to determine his ability and potential willingness to participate in the project in future		produced marketing modeling

<u>29-Jun-00</u>		discussed with my classmate Merav Weinryb her future plans in order to examine her availability and likely willingness to assist me in the project in
<u>30-Jun-00</u>		
<u>1-Jul-00</u>	<u>graduation invitation.pdf</u>	Graduation ceremony - official expiry of housing contract
2-Jul-00		
3-Jul-00		
4-Jul-00	<u>Jul 4 2000.pdf</u>	packed my books and belongings. Made arrangements
5-Jul-00		Held extensive discussions on the future career plans of Sisilis Tsamourtzis and
6-Jul-00	<u>Jul 05 2000 b.pdf, Jul 05</u>	
7-Jul-00	<u>000.pdf, Jul 05 2000</u>	with Postal Office to forward correspondence to Greece. Sold
8-Jul-00	<u>larv.pdf, Jul 06 2000.pdf</u>	car. Paid bills. Emptied my rent, run inventory check
9-Jul-00		by upon leaving it.
10-Jul-00		
11-Jul-00	<u>Jul 10 2000.pdf</u>	settled accounts with the post office
12-Jul-00	<u>Jul 11 2000.pdf</u>	settled accounts with phone company
13-Jul-00		
14-Jul-00		
15-Jul-00		
16-Jul-00		I drove back home to Greece
17-Jul-00		by car. Read "Principles of Internet Marketing" by Ward
18-Jul-00		on (South Western College thing). I
19-Jul-00	<u>non-obviousness and</u>	identified Sergios Photiadis, a friend from school, as the person to sign my application's basic interface
20-Jul-00	<u>licencing.pdf</u>	
21-Jul-00		
22-Jul-00		
23-Jul-00		Met my late godfather, Athanassios Delyiannis, and solicited seed funding
24-Jul-00		Received informational material from the Greek Organization for Intellectual property
25-Jul-00	<u>on patenting business</u> <u>methods.pdf</u>	researched IP procedures for business methods

26-Jul-00	<u>options as incentive (16 pages).pdf</u>	Discussed my idea with Vassilis Tsamourtzis (a Greek colleague from INSEAD) gauged his interest to join a team to be formed	studied the mechanics of stock options
27-Jul-00		visited the websites of IAB.com and zdnet.com and researched the latest elpments concerning online advertising	
28-Jul-00		Identified www.naftemporiki.gr, the best established Greek financial website as prospective partner. It partly belongs to my cousin.	
29-Jul-00		reviewed the notes-transcripts of the first Venture Capital Forum (Athens, Hilton Hotel, 6-9 December 1999) and considered participating in the following one	
30-Jul-00		Hotel, 4-5 Dec 2000)	
31-Jul-00			
1-Aug-00			
2-Aug-00		To establish additional evidence of my priority on the idea, I solicited from my brother Alexandros the contact details of a Notary (my brother had filed it in Greece)	
3-Aug-00		Asked my sister to propose me potential partners/member of the implementing n. She proposed Christina Christidou (her colleague from Warwick City, UK) who was interested in online advertising	
4-Aug-00	<u>NBG VC.pdf</u>	Discussed with Nikos Iatropoulos, a London-based entrepreneur and Greek and from childhood, and asked him to suggest reliable Venture Capital anies in Greece and the UK.	
5-Aug-00	<u>IP Bulletin Spring 2000.pdf</u>	researched IP law	
6-Aug-00			
7-Aug-00	<u>Recent copyright developments in Europe (13 pages).pdf</u>	researched european patent procedures	
8-Aug-00		Met Sotiris Kallogeris, Director of Leoussis Advertising Agency through the nduction of my friend Sergios Photiadis	
9-Aug-00		analysed the content of www.in.gr and www.flash.gr and considered if there e synergies to be exploited with the two portals	

10-Aug-00		recruited Andreas Vouros, a friend and Mathematician with a passion for technology, to help me with the technological aspects of the future application in automate the placing of advertisement campaign orders by clients
11-Aug-00	Pantelopoulou.pdf	Met Ilias Pantelopoulou, a graphics web designer that worked in the prestigious "aramella" advertising agency, to assist me in the graphics interface
12-Aug-00	IRIPPS agreement.pdf	researched IP
13-Aug-00	financial projections.pdf	calculated financial projections if my invention
14-Aug-00		familiarized myself and reviewed ISP models from a technical perspective
15-Aug-00		
16-Aug-00		
17-Aug-00	Aug 17 2000.pdf	finalized and listed action-plan priorities
18-Aug-00		Asked my brother Alexandros Pantelopoulou for funding
19-Aug-00	staffing needs.pdf	studied my needs in terms of my future corporate structure
20-Aug-00		
21-Aug-00	Renia Papanikolaou.pdf	Found out that a past acquaintance, Ms. Renia Papanikolaou, was involved with marketing of the NY Times website and prepared a strategy for proposing working together
22-Aug-00	unfolding site architecture... 20 pages).pdf	Discussed legal matters for submitting a patent with my brother's fiancée sister-in-law) Katerina Vassilaki who is an Attorney researched website technologies
23-Aug-00		researched the Interactive Advertising Bureau website (www.iab.net) and the Japanese DoCoMo platform of Japan's state NTT telecom, as a potential in for launching my model with cellphones
24-Aug-00		reviewed how different types of content may fit my model (such as astrological charts, electronic greeting cards, songs in MP3 format, ringtones, song stations (Systran) and jokes)

25-Aug-00		researched the ELTRUN e-business center of the Athens University of Economics and Business that acted as an incubator (www.eltrun.gr).
26-Aug-00		
27-Aug-00		
28-Aug-00		Second discussion with Paraschos Alexandridis (who later became my business partner) the potential of assisting me with financing
29-Aug-00		Sought contacts in the Greek Venture Capital firms of Emponiki Bank (Mr. Giorgos Hatzidimitriou) and NGB VC (Mr. Kyriakos Mitsotakis).
30-Aug-00	virtual commerce (14 pages).pdf	researched e-commerce
31-Aug-00		Spoke with my cousin Achilleas Kontogouris, a successful financier. Solicited financing from him and Venture Capital firms he might have access to. He referred me to "NOTOS Venture Capital". Explained to him that I was not ready to subject to strangers, yet.
1-Sep-00	valuation of patents (32 pages).pdf	researched IP
2-Sep-00		Borrowed 2 Million Greek Drachmas (6000 Euros) from my brother Alexandros
3-Sep-00		
4-Sep-00		Conducted research of industry journals on online advertising and Interactive Digital Television through INSEAD's online academic database
5-Sep-00	media buying 101.pdf	researched online advertising industry
6-Sep-00		
7-Sep-00	Sep.07.2000.pdf	received fax from the Greek Organization of Intellectual property on the U.S. Copyright Office
8-Sep-00		read the book: "Webvertising: the Ultimate Internet
9-Sep-00		vertising Guide" (HOTT Guide)
10-Sep-00		
11-Sep-00		studied the capabilities of Forthnet (www.forthnet.gr) and Hellas-on-Line (www.hol.gr) to host my application in their servers

12-Sep-00	<u>procedure for european patent award.pdf</u>	compared content of world portals that should be interested to adopt my application. (lycos.com over msn.com and yahoo.com)	researched european IP laws
13-Sep-00		made telephone introduction to Vectis Venture Capital. Spoke to Mr. ssandratos, Managing Director.	
14-Sep-00	<u>Sep 14 2000.pdf</u>	researched online ads	
15-Sep-00			
16-Sep-00	<u>Sep 16 2000.pdf</u>	prepared business model of "NTO" (what I called the application at the time)	
17-Sep-00	<u>OBI 1 (90 pages).pdf</u>	researched IP law	
18-Sep-00	<u>IP Bulletin Summer 2000.pdf</u>	calculated financial projections	researched IP Law
19-Sep-00	<u>Sep 19 2000.pdf</u>	expanded business model	
20-Sep-00	<u>Sep 20 2000.pdf, Sep 20 2000 b.pdf</u>	researched Fenwick & West LLP patent agents	elaborated process flowchart of future application
21-Sep-00	<u>Sep 21 2000.pdf</u>	finalised Greek Text with provisional claims	
22-Sep-00	<u>intellectual property rights in the Internet.pdf</u>	researched IP law	
23-Sep-00	<u>Sep 23 2000.pdf</u>	brainstormed with Vassilis Tsamourtzis on interactive advertising scenarios	
24-Sep-00	<u>Sep 24 2000.pdf, Sep 24 2000 b.pdf</u>	brainstormed with my sister Eleni on interactive advertising scenarios	
25-Sep-00	<u>Sep 25-28 2000.pdf</u>	emailed Ted Georgiou, a Law student and a friend of a friend who was doing an internship at Law Office of Peter LINOS (Shane Henty P.C.)	emailed Peter Wienand, a British Intellectual Property Lawyer soliciting his legal assistance
26-Sep-00	<u>Sep 26 2000.pdf, Sep 26-27 2000.pdf</u>	submit English description with Greek Notary	emailed Ted Georgiou with additional data
27-Sep-00	<u>Sep 26-27 2000.pdf, Sep 27 2000.pdf, Sep 27-28 2000.pdf</u>	received email from Ted Georgiou answering my previous email	received email from Peter Wienand, a Greek American US Notary on his terms for signing me with filing a patent with the

28-Sep-00	<u>Sep.25-28.2000.pdf, Sep.28.2000.pdf</u>	calculated more elaborate financial projections	replied to Ted Georgiou by email	received email from Peter Wienand on 28-Sep-00
29-Sep-00	<u>Sep.29.2000.pdf</u>	Researched JAMPAT patent associates		
30-Sep-00	<u>copyright on the internet.pdf</u>	researched IP law		
1-Oct-00	<u>draft designs of adcredit interface.pdf</u>	designed drafts of my application's interface		
2-Oct-00	<u>Oct.02.2000.pdf</u>	NTO business model refined		
3-Oct-00	<u>Oct.03.2000.b.pdf, Oct.03.2000.pdf</u>	solicited Sergios Fotiadis to prepare a visual demonstration of interactive ads to be included in the patent application	received e-mail reply from Ted Georgiou	
4-Oct-00				
5-Oct-00	<u>Oct.05.2000.pdf, Oct.05.2000.b.pdf</u>	received fax from Peter Moulinos	received by fax a signed copy of a Non-Disclosure Agreement from Peter Moulinos	
6-Oct-00	<u>Oct.06.2000.pdf</u>	e-mailed Peter Moulinos and Ted Georgiou		
7-Oct-00	<u>QBL 2 (6 pages).pdf, QBL 2.pdf</u>	researched IP Law and procedures		
8-Oct-00	<u>liv.advertising landscape merges.pdf</u>	researched developments on interactive TV industry		
9-Oct-00		researched the forthcoming creation of the Greek State TANEO fund with the aim to finance innovative applications on the internet (www.taneo.gr)		
10-Oct-00	<u>Oct.10.2000.pdf, Oct.10.2000.b.pdf</u>	received e-mail of Peter Moulinos	refined projections	
11-Oct-00				
12-Oct-00	<u>improvements in business logic.pdf</u>	refined my business model		
13-Oct-00	<u>Oct.13.2000.pdf</u>	replied e-mail of Peter Moulinos		
14-Oct-00	<u>Oct.14.2000.pdf</u>	refined financial projections	researched marketing issues on the internet	
15-Oct-00				

16-Oct-00	<u>Oct 16 2000.pdf</u> <u>Belineau.pdf</u> , <u>Gelineau b.pdf</u>	received e-mail of Peter Moulinos
17-Oct-00	<u>online advertising report 3Q 2000.pdf</u>	researched online advertising
18-Oct-00	<u>unscrambling digital TV (10 pages).pdf</u>	researched digital TV technologies
19-Oct-00	<u>Oct 19 2000.pdf</u> , <u>Oct 19 2000 b.pdf</u>	researched patent firms Holland Knight and Pennie & Edmonds
20-Oct-00		
21-Oct-00		
22-Oct-00		read the book: "e-marketing strategy" (Ian Chaston)
23-Oct-00		
24-Oct-00	<u>interaction interface draft.pdf</u>	continued working on a probable user-interface of my application
25-Oct-00	<u>Oct 25-26 2000.pdf</u>	solicited Stever Robbins as my coach for my Venture
26-Oct-00	<u>Oct 26 2000.pdf</u> , <u>Oct 25-26 2000.pdf</u>	draft of description together with provisional Claims received reply from Stever Robbins
27-Oct-00	<u>on business methods.pdf</u>	researched IP law
28-Oct-00		
29-Oct-00	<u>market projections.pdf</u>	I ran market forecasts for my invention
30-Oct-00	<u>Oct 30 2000.pdf</u> , <u>Oct 30 2000 b.pdf</u> , <u>Oct 30 2000 df</u> , <u>Oct 30 2000 d.pdf</u> , <u>10 2000 e.pdf</u>	transfer from Michael Tsangaris received reply from EU intellectual property adquartiers concerning European patents on ware 2 emails to Peter Moulinos
31-Oct-00	<u>Oct 31 2000.pdf</u> , <u>Oct 30 2000 e.pdf</u>	e-mailed Peter Moulinos researched digital and interactive TV
1-Nov-00	<u>Nov 01 2000.pdf</u>	received e-mail from Peter Moulinos
2-Nov-00		Read the book: "Internet Marketing: Strategy, Implementation and Practice" (Dave Chaffey, Richard
3-Nov-00		Ir, Kevin Johnston Fiona Ellis-Chadwick)
4-Nov-00		
5-Nov-00	<u>Nov 05 2000.pdf</u>	

6-Nov-00				
7-Nov-00	<u>Nov 07 2000.pdf, Nov 07 2000 b.pdf</u>	fax from Peter Moulinos	e-mail from Andreas Moulinos	
8-Nov-00	<u>Nov 08 2000.pdf</u>	received email from P.Moulinos		
9-Nov-00				
10-Nov-00	<u>Nov 10 2000.pdf</u>	received email from Andreas Moulinos		
11-Nov-00		drafted my reply to Peter Moulinos upon discussing it with team		
12-Nov-00				
13-Nov-00				
14-Nov-00	<u>Nov 14 2000 b.pdf, Nov 14 2000.pdf</u>	sent e-mail reply to Peter Moulinos		
15-Nov-00	<u>Nov 15 2000.pdf, Nov 15 2000 3.pdf</u>	Prepared indicative flow-chart of process	received transfer documents of Michael Tsangaris by fax	
16-Nov-00	<u>Nov 16 2000.pdf, Nov 16 2000 b.pdf</u>	received additional loan from my brother Alexandros to my back Michael Tsangaris	received e-mail from Peter Moulinos	
17-Nov-00	<u>Nov 17 2000 b.pdf, Nov 17 2000.pdf</u>	received fax from Peter Moulinos		
18-Nov-00				
19-Nov-00	<u>Nov 19 2000.pdf, filos.pdf</u>	attended Money Show event (e-market session)		
20-Nov-00	<u>Nov 19-12 2000.pdf, Nov 20 2000.pdf, Nov 20 2000 df, Nov 20 2000 c.pdf, Nov 20 2000 d.pdf, Nov 20-2000.pdf, Nov 20-27-2000.pdf</u>	received e-mails of Peter Moulinos, Vassilis Tsamourtzis and Dimitris Spiliotis	e-mailed Caterina Pramatarí in the Athens University to follow up on previous evening's session on teaming up to materialise the	received e-mail from Ted Georgiou
21-Nov-00	<u>Nov 21 2000.pdf, Nov 21 2000 b.pdf, Nov 21 2000 df</u>	fax from Peter Moulinos	e-mail from Peter Moulinos	
22-Nov-00	<u>Nov 20-22-25 2000.pdf</u>	replied e-mail to Ted Georgiou		
23-Nov-00				
24-Nov-00				
25-Nov-00	<u>Nov 20-22-25 2000.pdf</u>	received e-mail from Ted Georgiou		

26-Nov-00					
27-Nov-00	<u>Nov 20-27-28 2000.pdf</u>	e-mail from Caterina Pramatarì			
28-Nov-00	<u>Nov 20-27-28 2000.pdf, Nov 28 2000.pdf</u>	telephone conference with Peter Moulinos e-mail from Caterina Pramatarì email from P.Moulinos			
29-Nov-00	<u>Nov 29 2000 b.pdf, Nov 29 2000.pdf</u>	established contact in Razorfish as prospective technology partners or investors	dispatch of results if patent research		
30-Nov-00					
1-Dec-00	<u>OBI 4 (48 pages).pdf</u>	researched IP law and procedures for Europe			
2-Dec-00	<u>OBI 5 (85 pages).pdf</u>				
3-Dec-00					
4-Dec-00					
5-Dec-00	<u>Dec 5 2000.pdf, Dec 5-11-15-18 2000.pdf</u>	spoke with Peter Moulinos			
6-Dec-00		discussed with Peter Moulinos funding opportunities through him			
7-Dec-00	<u>Dec 7 2000.pdf, Dec 7 2000 .pdf, Dec 7 2000 c.pdf</u>	received email from P.Moulinos with contact details of Ben Urcia and made engagement for potential financing of application			
8-Dec-00					
9-Dec-00	<u>USPIO changes.pdf</u>	researched IP in the states			
10-Dec-00					
11-Dec-00	<u>Dec 5-11-15-18 2000.pdf</u>	reviewed comments request of Moulinos on patent draft			
12-Dec-00	<u>Dec 12 2000.pdf</u>	received e-mail from Peter Moulinos			
13-Dec-00	<u>adcredit vs. other media.pdf</u>	presented in writing the advantages of my concept			
14-Dec-00					
15-Dec-00	<u>Dec 15 2000.pdf, Dec 5-11-15-18 2000.pdf</u>	received fax from P.Moulinos in final draft of patent refined business plan			
16-Dec-00					
17-Dec-00					
18-Dec-00	<u>Dec 5-11-15-18 2000.pdf, Dec 18 2000.pdf</u>	phoned Peter Moulinos received e-mail from Peter Moulinos			

19-Dec-00	<u>Dec 19 2000.pdf</u>	received email from Peter Moulinos
20-Dec-00	<u>Dec 20 2000.pdf</u>	received email from Dimitris piliotis
21-Dec-00		sent review comments on patent text
22-Dec-00		filing of my patent
23-Dec-00		
24-Dec-00		
25-Dec-00		X-mas Day